

The Look of Maps

Esri Press has expanded its cartographic classics series with *The Look of Maps: An Examination of Cartographic Design* by Arthur H. Robinson. The series also includes *Cartographic Relief Presentation* by Eduard Imhof and the soon-to-be-published *Semiology of Graphics* by Jacques Bertin. Originally published in 1952, *The Look of Maps* is based on Robinson's doctoral research, which investigated the relationship between science and art in cartography and the resultant refinement of graphic techniques in mapmaking to present dynamic geographic information.

The book examines a wide range of topics related to the visual aspects of cartography including lettering, structure, and color. It is considered by many to have inspired the shift in cartographic research from the simple production of maps to communication and design theory.

Robinson authored and coauthored many influential articles and books on cartography including *Elements of Cartography*, *The Nature of Maps*, and *Early Thematic Mapping in the History of Cartography*. In addition, he developed the Robinson projection, which is used to create visually appealing maps of the world by minimising the distortion inherent in projecting a spherical image onto a two-dimensional plane. *The Look of Maps* is a fundamental reference for students and professionals in the field of cartography and cartographic design as well as being an essential resource for map libraries.

The Look of Maps: An Examination of Cartographic Design (ISBN-13: 9781589482623, 124 pages) is available at online retailers worldwide, or online.

<https://www.gim-international.com/content/news/the-look-of-maps>
